

Message Text

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PAGE 01 SAN SA 01473 162240Z

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FM AMEMBASSY SAN SALVADOR

TO USDOC WASHDC

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AMEMBASSY GUATEMALA

AMEMBASSY TEGUCIGALPA

AMEMBASSY MANAGUA

AMEMBASSY SAN JOSE

AMEMBASSY PANAMA

AMEMBASSY MEXICO

UNCLAS SAN SALVADOR 1473

USDOC

E.O. 11652 NA

TAGS: BEXP, ES

SUBJ: MARKET PROFILE-TELECOMMUNICATIONS EQUIPMENT-EL SALVADOR

REF: USDOC 5199

1. A POTENTIAL BUYER OF THE SUBJECTNEQUIPMENT IS THE GOES'S TELECOMMUNICATIONS SERVICES ADMINISTRATION (ANTEL) WHICH ISSUED A TENDER FOR PURCHASING 200 TELEPRINTERS CN OCT, 1973. IN MAY. 1973, ANTEL ISSUED A TENDER FOR PURCHASING TELEPHONE CABLE, INCLUDING COAXIAL CABLE, AND CABLE INSTALLATIONS HARDWARE AT AN ESTIMATED COST OF \$4,500,000. EXHIBITORS WHO MAY WISH TO VISIT EL SALVADOR SHOULD MAKE AN APPOINTMENT TO SEE ANTEL'S PRESIDENT COL. JOSE GUILLERMO GARCIA.

2. OTHER GOES OFFICIALS WHOM EXHIBITORS MIGHT VISIT DURING THEIR STAY IN SAN SALVADOR ARE (A) COL CARLOS HUMBERTO ROMERO, MINISTER OF DEFENSE, WHO SUPERVISES ALL PURCHASES OF RADIO COMMUNICATION EQUIP FOR THE ARMED FORCES; (B) COL. AGUSTIN MARTINEZ VARELA, DIRECTOR GENERAL OF POLICE, WHO SUPERVISES PURCHASES OF RADIO COMMO EQUIPMENT FOR POLICE DEPT HEADQUARTERS AND PATROL CARS, AND (C) JORGE ROCHAC, MANAGER OF THE PORT COMMISSION (CEPA), WHO HAS UNDER STUDY THE CONSTRUCTION OF A NEW AIRPORT WHICH IS TO BE EQUIPPED

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PAGE 02 SAN SA 01473 162240Z

WITH MODERN RADIO COMMO SYSTEMS.

A GOES-OWNED TELEVISION STATION, CHANNEL 8, WITH EQUIPMENT AND TECHNICAL ASSISTANCE PROVIDED BY USAID, HAS BEEN RECENTLY ESTABLISHED FOR TELEVISION EDUCATIONAL AND CULTURAL PROGRAMS. ALTHOUGH IT IS COMPLETELY EQUIPPED, NEW PRODUCTS AND ACCESSORIES CAN ALWAYS BE PROPOSED TO THE STATION'S DIRECTOR, CARLOS HEIMANS, AT TV EDUCATIVA, ENTRADA A SANTA TECLA, TELEPHONE 28-0499.

3. IN THE PRIVATE SECTOR, RADIO AND TELEVISION TECHNICIAN, OSCAR TARI O, OF "CANAL DOS, S.A." (CHANNEL 2) ONE OF THREE TV STATIONS OPERATING IN SAN SALVADOR, INFORMED THE EMBASSY THAT ALL THREE ARE COMMITTED TO "RCA" AND "AMPEX" SINCE THESE FIRMS SUPPLIED THEIR EQUIPMENT AND SUPERVISED THE INSTALLATION THEREOF. A SIMILAR COMMITMENT IS HELD BY THE PRINCIPAL RADIO-BROADCASTING STATIONS, ALL OF WHICH ARE AFFILIATED WITH THE THREE TV STATIONS. THERE ARE, HOWEVER ABOUT 50 OTHER INDEPENDENT RADIO STATIONS THRUOUT THE COUNTRY AND ONE GOVT-OWNED RADIO STATION THAT OCCASIONALLY PURCHASE REPLACEMENT PARTS AND ACCESSORIES.

4. IT APPEARS THAT AT PRESENT THERE ARE NO DISTRIBUTORS IN EL SALVADOR, OF RADIO AND TV-STATION EQUIPMENT. RCA, WESTINGHOUSE, GE, AND AMPEX OPERATE FROM OUTSIDE THE COUNTRY FOR MAJOR EQUIPMENT AND SUPPLIES.

AN AMERICAN BUSINESSMAN WHO IS PLANNING TO BUY INTO A LOCALLY-OWNED RADIO-STATION FOR THE PURPOSE OF SETTING UP A JOINTLY-OWNED ENGLISH-BROADCASTING PROGRAM TOLD THE COMAT THAT HE FEELS THERE IS A \$200,000 PER YEAR POTENTIAL IN TELECOMMUNICATION EQUIPMENT. CAMPBELL

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